

Clear Skin Comes From Within.

It is foolish to think you can gain a good clear complexion by the use of face powder. Get at the root of the trouble and thoroughly cleanse the system with a treatment of Dr. King's New Life Pills. Gentle and mild in action, do not gripe, yet they relieve the liver by their action on the bowels. Good for young, adults and aged. Go after a clear complexion today. 25c at your druggist.

Rev. Henry Kennedy, James McKean, J. J. Willetts and Frank Bowman, went to Concordia Saturday to attend these mid-annual meeting of the Old men's club of Lafayette County.

Will My Child Take Dr. King's New Discovery?

This best answer is Dr. King's New Discovery itself. Its a pleasant sweet syrup, easy to take. It contains the medicines which years of experience have proven best for coughs and colds. Those who have used Dr. King's New Discovery longest are its best friends. Besides every bottle is guaranteed. If you don't get satisfaction you get your money back. Buy a bottle, use as directed. Keep what is left for Cough and Cold insurance.

Mrs. John Morrison went to Kansas City Saturday for a few days' visit.

Mr. and Mrs. G. F. Egan of Portland, Oregon, is visiting at the home of Mrs. Katherine Fanelio.

Bad To Have a Cold Hang On.

Don't let your cold hang on, your system and become chronic when Dr. Bell's Pine Tar Honey will help you. It heals the inflammation, soothes the cough and loosens the phlegm. You breathe easier at once. Dr. Bell's Pine-Tar Honey is a laxative Tar Syrup, the pine tar balsam heals the raw spots, loosens the mucous and prevents irritation of the bronchial tubes. Just get a bottle of Dr. Bell's Pine-Tar Honey to-day, its guaranteed to help you. At druggists.

Mrs. J. L. Rice, Mrs. Wm. Wyatt, and Mrs. Arthur Kirtley went to Odessa Saturday for a visit with relatives.

Ben Stevenson and J. A. Horn went to the Confederate Home Saturday to attend the Decoration day celebration there.

Does Sloan's Liniment Help Rheumatism?

Ask the man who uses it, he knows. "To think I suffered all these years when one 25 cent bottle of Sloan's Liniment cured me," writes one grateful user. If you have rheumatism or suffer from Neuralgia, Backache, Soreness and Stiffness, don't put off getting a bottle of Sloan's. It will give you such welcome relief. It warms and soothes the sore, stiff painful places and you feel so much better. Buy it at any Drug Store, only 25 cents.

Mrs. Lydia Phetzing returned to her home in Hamilton, Mo., Saturday after a visit here with Mr. and Mrs. E. H. Oehlschlaeger.

Mr. and Mrs. W. R. VanAnglen went to Kansas City Saturday to spend the day.

Notice.

I hereby give notice that anyone found hunting in the wood pasture of the Groves' place will be prosecuted to the fullest extent of the law.

M. C. McFadin.

When in need of an Automobile, call J. R. POTTS, or phone 814. He meets all trains.

Miss Nell Ross spent Sunday in Higginsville.

U. S. OFFICIAL PRAISES MISSOURI'S FARM WORK

Experiment Station at M. U. to Be Among Best in Country by Inspector.

"Missouri has every reason for pride and satisfaction in her agricultural experiment station at the University of Missouri at Columbia," says E. W. Allen of the United States Department of Agriculture, who recently inspected the station in Columbia, in a letter to J. O. Rankin, agricultural editor.

"The station is engaged in a work of great usefulness to the farming industry and through its investigation is discovering many important and far reaching facts which it is applying in the development of farm practice. It is an inspiration to come to the station and examine its work in a great variety of lines. Your state has shown its appreciation and confidence by the generous appropriations to supplement the Federal funds. The station and the farm industry deserve the support given and a splendid return is made for it."

Mr. Allen says that it is especially fitting that Missouri should be one of the leading stations in the country because the measure for the national system of experiment stations was introduced in Congress and passed in that body through the efforts of a Missourian—William H. Hatch, Formerly of Hannibal.

MISSOURI FLORISTS ORGANIZE AT COLUMBIA

G. A. Kaupp of Nevada, Mo., Heads Association of State Florists.

Missouri's florists have organized the Missouri State Florists' Association for the purpose of bringing into closer relation the various flower growers of the state. The organization is the outgrowth of the flower show held in connection with "Farmers Fair" at the University of Missouri at Columbia this spring. The show proved to the growers the extent of the industry in Missouri and the need of an organization of the florists.

About thirty responded to the call at Columbia, May 24. W. S. Wells of St. Louis was selected temporary chairman. After the meeting the visitors were entertained at the home of Dean F. B. Mumford of the College of Agriculture.

Do You Know That

Rural sanitation is a health protection to the city-dweller?

It's foolish to educate a boy and then let him die of typhoid fever?

The U. S. Public Health Service issues a free bulletin on the summer care of infants?

Exercise in the garden is better than exercise in the gymnasium?

Clean water, clean food, clean houses make clean healthy American citizens?

The state of California has reduced its typhoid death rate 70% in the past ten years?

Rats are the most expensive animal which man maintains?

It is estimated that the average manure pile will breed 900,000 flies per ton?

WHEN NEWS ITEMS ARE ADVERTISING

IF SOME ONE PROFITS IT IS ADVERTISING

Personals Are Good Circulation Boosters and Should Never be Neglected, but must be Free From Business Publicity.

"What is news What is Paid Matter?" was the subject of an address delivered by D. W. Flanigan, editor of the English (Ind.) Democrat, before the recent meeting of the Pocket Publishers' league of Indiana. Mr. Flanigan said:

All of us no doubt have our conception as to what is news and as to what is paid matter, yet in some instances there might be as many different views as there are persons present here today, and to lay down an unclad rule as to just what we should receive is not always an easy thing to do.

As to just what is news, I would say that every fact calculated to inform, interest or please, anything your readers wish to know or anything timely that interests your readers, events that affect persons as members of organized society, whether those persons individually be interested in the record of those events or not, is news and the more it informs, interests or pleases or affects persons as members of organized society the more valuable it is as news matter, provided, of course, that it is wholesome stuff, such as fires, accidents, building improvements, buying and selling property, marriages, deaths, births, removals, social events, odd or unusual happenings, bits of local history, stories of old times, interviews on subjects of local interest, church and society doing, court proceedings, personals and numerous other things. All come under the head of news. But if not properly worded some of these things may be the very best form of advertising.

When News is Advertising.

"Mr. Merchant was in the city last week and purchased a nice and complete line of dry goods, shoes, etc., to replenish his already excellent stock," is in a sense news, yet worded in this way is the very best advertising that Mr. Merchant could ask for and yet we are called on (from the merchants and others) for just this kind of news, many, many times. Such writeups as the above cheapen the value of advertising columns. We are all called on for free puffs of various kinds, and the sooner we break away from this old custom the better it will be for us, and our business will command greater respect.

Personals—All of us no doubt are guilty more or less of overlooking personals, one of the most interesting and important features of news. The leading points in the making of good column of personals are that they should tell the truth, be accurate, of satisfactory fullness, that the names be correctly spelled, that the paragraph shall not be sarcastic, so thoroughly good natured as to make the readers feel happy after reading them. I do not mean that they shall abound in fulsome or foolish compliments. Many people rebel against using what some are pleased to call taffy, and you can't blame them. If you feed one person taffy and fail to give it to the next person in the next paragraph, then somebody is offended and he has a right to be. But all are satisfied to be treated like ladies and gentlemen, with the taffy left off. Everybody likes to see his or her name in the paper, but if some interesting news matter can be used in connection with the item there is nothing that can win greater favor or create more interest. The country letters have little

Slip a few Prince Albert smokes into your system!

You've heard many an earful about the Prince Albert patented process that cuts out bite and parch and lets you smoke your fill without a comeback! Stake your bank roll that it proves out every hour of the day. Prince Albert has always been sold without coupons or premiums. We prefer to give quality!

There's sport smoking a pipe or rolling your own, but you know that you've got to have the right tobacco! We tell you Prince Albert will bang the doors wide open for you to come in on a good time firing up every little so often, without a

regret! You'll feel like your smoke past has been wasted and will be sorry you cannot back up for a fresh start.

You swing on this say-so like it was a tip to a thousand-dollar bill! It's worth that in happiness and contentment to you, to every man who knows what can be gotten out of a chummy jimmy pipe or a makin's cigarette with Prince Albert for "packing"!



in them except personals, and hey, we all admit, are a great factor in getting and holding circulation. They seem of little importance to us, and often we think we are throwing our time and space away, but you just leave them out for a week or two and take notice of the number of complaints that come in, and, if we could only get our correspondents to see the importance of adding more news to their personal items, what a great thing it would be for our circulation.

The newspaper built up on news value and the one that is fair is the one that will gain the most favor. There is absolutely no more reason why you should make your paper repulsive to a Democrat if you are a Republican than there is reason to make your paper repulsive to a Presbyterian if you are a Methodist. In fact, I believe that the field of the newspaper has grown to be of such nature and the work of the newspaper man to be of such a high standard that he can do a great deal toward wiping out dissension in life and bring men to a better understanding of each other by the selection of the proper kind of articles that appear in his news columns.

Paid Advertising Matter. Paid Matter—It is not always easy to tell just what we should charge for. Of course the display and local advertising by our patrons is paid matter, but that, we presume, was not the intention in the assignment of this subject. In the columns of the Democrat for a short time we have been running this article or notice: "Resolutions of respect or condolence of lodges or societies when published in the Democrat are charged in every instance at our regular advertising rate of 5 cents per line. This rate also applies to obituary poetry and cards of thanks. Resolutions, obituary poetry and cards of thanks are not news; hence they must be regarded as advertising." And we might add that several dollars have gone into our pocket since we started to charge for such articles, which was some time last fall. This does not complete the list of articles we feel that we should charge for, but it is a

start, and we hope to extend the list.

Those who ask for free announcement of affairs where admission is charged, where profit is made or for the publication of much stuff which is of little or no value to the public might, with equal grace and consistency ask the grocer to throw in a loaf of bread with the pound of coffee they are purchasing. The merchant is not expected to give his goods away. He couldn't stay in business if he did, yet the newspapers give away hundreds of dollars worth of advertising space each year and rarely get a "Thank You" in return. There is no way to get around some of it, but if somebody is going to profit by the advertising then somebody should pay the bill.

Of course much of the practice is handed down from an old custom, and the public is not so much to blame for many of the things done, but if our patrons could be convinced that the lines of type set in our newspaper offices and the space in our columns cost us money, real money, and are our stock in trade, our bread and butter, are that with which we pay our rent, our taxes, our interest on our mortgages

PRINCE ALBERT

the national joy smoke

R. J. REYNOLDS TOBACCO CO. Winston-Salem, N. C.

This is the reverse side of the tin red tin

THE Prince Albert tin, and in fact, every Prince Albert package, has a real message to you on its reverse side. You'll read:—"Process Patented July 30th, 1907." That means that the United States Government has granted a patent on the process by which Prince Albert is made. And by which tongue bite and throat parch are cut out! Everywhere tobacco is sold you'll find Prince Albert awaiting you in toppy red bags, in shiny red tins, in handsome pound and half-pound tin humidors and in that clever crystal-glass humidor, with sponge-moistener top, that keeps the tobacco in such fine condition—always!

and numerous other expenses of the office as well as our living, surely they would not object so much to paying for the advertising.—American Press.

For Sale.

All of my horse stock (12) head. Fine drivers and saddlers from 2 to 6 years old. Large and fine. Only two of them have been worked a little for speed, they are phenomenal. My place is laid off in town lots and no place to keep them and too old to give them proper attention. Will sell very reasonable. Come and see them at Grey-stone Park in east Lexington. R. Todhunter.

Send your Palm Beach Suit along with your regular laundry. There is no use telling you what our work on these suits is like. If you own a Palm Beach, you know the quality of our work, and our prices remain the same as last season. Phone 130 and the car will come for it. Crawford's Laundry. Phone 130

Storage Room For Rent.

If you wish to store away household furniture or anything else, phone 697.

HEAD SO DIZZY COULD NOT STAND

Lady Felt Like Falling at Times on Account of Trouble Which Was Finally Relieved by Cardui.

Nelsonville, Ohio.—"About four years ago," writes Mrs. Minnie Perry, of this town, "I had such spells with my head, I thought I could not live. I tried many different kinds of remedies, but they did me no good.

It seemed I got worse, and my head would just get so dizzy, I would fall wherever I was standing, and I could not walk, unless I held up by something. The trouble all seemed to be in my head.

About a year ago I saw Cardui, the woman's tonic, advertised and sent for a bottle. I got so much better that I

used three bottles, and I gladly say I have never had any more trouble with my head. I can work hard all day now, and get up the next morning as bright and strong as ever.

I know that Cardui saved my life, and I recommend it to other women who suffer, for I am sure it will help them, if they will only try it."

Do you feel dizzy, weak, nervous, headachy, and run-down, generally? These are sure symptoms of womanly disorders, and should be given prompt attention. Take Cardui, the woman's tonic. Cardui has helped over a million weak women in the past 50 years. It will help you, too. [JB-3]

Are You a Woman?

Take Cardui

The Woman's Tonic

FOR SALE AT ALL DRUGGISTS